



#### CONTENT

**ABOUT GROWN UP LICENSES** 

**SEASONAL STORY** 

THE NEW LEGO® NINJAGO® CHARACTERS

**SCHOOL BAGS** 

**BACK PACKS** 

**ACCESSORIES** 

**LUGGAGE** 

**CORELINE** 

**MARKETING** 





# GROWN UP LICENSES

Grown Up Licenses is one of the world's largest bag and luggage manufacturer with speciality in design and development of school bags. We have the licensee agreement with one of the most well-known and playful brands in the world – The LEGO Group.

Our Schoolbags provide children the highest level of comfort, ergonomics and functionality. Based on the creative LEGO® universe, we have created a range of schoolbags, backpacks, luggage and accessories to enable children in their everyday playfulness.





#### **SEASONAL STORY**

#### THE FUN IS IN THE JOURNEY

The way to school is not just a matter of going from A to B. It's an adventurous journey where only your imagination puts a limit to what you will explore.

As the sun shines down, your senses come alive to a symphony of delightful sounds. The jingle-jangle of LEGO<sup>®</sup> bricks in the bag harmonizes with the chirping birds and the cheerful banter of fellow adventurers joining your journey to school.

So grab your LEGO® bag, wear your brightest smile, and embark on this brick-filled extravaganza, where imagination knows no limits. The world is your LEGO® playground, and the fun never stops!





# THE NEW CHARACTERS

In 2023, LEGO<sup>®</sup> NINJAGO<sup>®</sup> introduces three new characters and builds on the story with Lloyd as the main character. The new characters are named Arin, Sora and Riyu.



#### **ARIN**

Arin is fun and outgoing, he's always looking for ways to take care of others, and he's always ready to make a new friend.



#### **SORA**

Sora is smart and inventive. A realist, with a natural intuition for anything tech, She can often be found tinkering with Mechs, which she builds and races.



#### **RIYU**

Riyu is a small dragon who is the loyal, lovable sidekick to Arin and Sora. He's brave, but small and doesn't yet understand his own limits.



#### **SCHOOL BAGS**

Introducing our vibrant and innovative school bag line, designed to inspire young minds as they embark on their educational journey. Our bags are specially crafted with the needs of school children in mind, combining functionality, durability, and delightful designs that capture their imagination.





## #20214 MAXI PLUS SCHOOL BAG

- Poly 300D w/WR (100% polyester)
- Stable bottom panel with flat moulded studs
- Airmesh-padded backpanel with airflow
- Adjustable & slideable sternum straps
- Attachable gym bag included

H42 x W25 x D22 CM

23 L

1,320 G









RRP: 2999 Kč / 119,99 €



**2404** LEGO® NINJAGO® Arin



2406 LEGO® Iconic Sparkle



2301 LEGO® NINJAGO® Green



2303 LEGO® NINJAGO® Into the unknowk



#### #20238 OPTIMO STARTER SCHOOL BAG

- Poly 300D w/WR (100% Polyester)
- Airmesh-padded back panel with airflow
- Reflective elements on all four sides
- Insulated front pocket for lunch box
- Attachable gym bag

H39.5 x W24 x D17 CM

20 L

1,020 G











RRP: 2499 Kč / 99,99 €



2401 LEGO® NINJAGO® Dragon power



2403 LEGO® NINJAGO® Family



**2404** LEGO® NINJAGO® Arin



2406 LEGO® Iconic Sparkle



### #20301 **EASY SCHOOL BAG LIGHT**

- Poly 300D w/WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Name tag for easy identification
- Reflective elements on all sides
- Side mesh pockets

H39 x W29 x D22 CM

18 L

800 G





RRP: 1799 Kč / 69,99 €



**2401** LEGO® NINJAGO® Dragon power



2402 LEGO® NINJAGO® Reach Beyond



**2403** LEGO® NINJAGO® Family



**2404** LEGO® NINJAGO® Arin



## #20302 **EASY LIGHT 3 PCS SET**

- Poly 300D w/WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Name tag for easy identification
- Reflective elements on all sides
- Side mesh pockets

H39 x W29 x D22 CM

29.5 L

1,210 G











RRP: 2499 Kč / 99,99 €



2401 LEGO® NINJAGO® Dragon power



2402 LEGO® NINJAGO® Reach Beyond



2403 LEGO® NINJAGO® Family



**2404** LEGO® NINJAGO® Arin



# #20043 **EASY SCHOOL BAG**

- Poly 300D w/WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Name tag for easy identification
- Reflective elements on all sides
- Side mesh pockets

H39 x W29 x D22 CM

18 L

800 G



2302 LEGO® NINJAGO® Red



2313 LEGO® CITY® Race



RRP: 2199 Kč / 89,99 €



## #20236 **BASE SCHOOL BAG**

- Poly 300D PUx2 print & solid
- Adjustable airmesh shoulder straps
- Padded backpanel
- Reflective elements on all sides
- Double compartment

H42.5 x W28.5 x D32 CM

28 L







RRP: 1799 Kč / 69,99 €



2401 LEGO® NINJAGO® Dragon power



**2403** LEGO® NINJAGO® Family



**2405** LEGO® City Go Big



**2406** LEGO® Iconic Sparkle



#### **BACKPACKS**

Introducing our extraordinary line of LEGO® inspired backpacks, designed to ignite the imagination of young adventurers and LEGO® enthusiasts alike. Crafted with meticulous attention to detail, our backpacks combine the functionality of a reliable carry-all with the enchantment of everyone's favorite building blocks.





## #20222 **EXTENDED BACKPACK**

- Poly 300D w/WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Foam-padded backpanel
- Reflective elements on all four sides
- Side mesh pockets

H40 x W27 x D18 CM

18 L







RRP: 999 Kč / 39,99 €



2403 LEGO® NINJAGO® Family



**2404** LEGO® NINJAGO® Arin



2406 LEGO® Iconic Sparkle



2301 LEGO® NINJAGO® Green



2302 LEGO® NINJAGO® Red



2313 LEGO® CITY® Race



#### #20241

#### KINDERGARTEN OUTDOOR BACKPACK

- Poly 300D rPET w-WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Seat inside main compartment
- Reflective elements on all four sides
- Side mesh pockets

H35 x W24 x D15 CM

13 L

360 G







RRP: 999 Kč / 39,99 €



2302 LEGO® NINJAGO® Red



2309 LEGO® Alphabet



2313 LEGO® CITY® Race



### #10030 KINDERGARTEN BACKPACK

- Poly 300D w/WR (100% Polyester)
- Padded backpanel
- Adjustable shoulder straps with sternum strap
- Reflective elements on all sides
- Lightweight bag

H32.5 x W24 x D13 CM

10 L







RRP: 749 Kč / 29,99 €



2401 LEGO® NINJAGO® Dragon power



**2404** LEGO® NINJAGO® Arin



**2405** LEGO® City Go Big



2406 LEGO® Iconic Sparkle



2301 LEGO® NINJAGO® Green



2302 LEGO® NINJAGO® Red



2303 LEGO® NINJAGO® Into the unknown



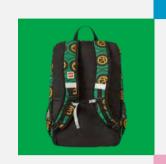
# #20264 **ESSENTIAL BACKPACK**

- 300D Polyester PUx2
- 2 mesh side pockets
- Adjustable shoulder straps
- Large main compartment

H45.5 x W31 x D24 CM

28 L

480 G





RRP: 1249 Kč / 49,99 €



**2401** LEGO® NINJAGO® Dragon power



2405 LEGO® City Go Big



## #20266 **BASIC BACKPACK**

- 300D Polyester PUx2 print & solid
- Adjustable shoulder straps
- Large main zipper compartment
- Name tag
- Front zipper pocket

H40 x W30 x D18 CM

18 L











**2401** LEGO® NINJAGO® Dragon power



2403 LEGO® NINJAGO® Family



**2404** LEGO® NINJAGO® Arin



**2405** LEGO® City Go Big



**2406** LEGO® Iconic Sparkle



### #20205 **BRICK 2x2 BACKPACK**

- Poly 900D shinny w/WR (100% Polyester)
- Airmesh shoulder straps
- Padded back panel with brick matching embroidery
- Reflective elements on all four sides
- Two top knob pockets suitable for a mobile phone

H37 x W25.5 x D15 CM

15 L

650 G



RRP: 1899 Kč / 74,99 €



**0021** Bright Red



0026 Black



**0037** Bright Green



**0140** Earth Blue



0354 Multi



## #20204 BRICK 1x2 BACKPACK

- Poly 900D shinny w/WR (100% Polyester)
- Airmesh shoulder straps
- Padded back panel with brick matching embroidery
- Reflective elements on all four sides
- Two top knob pockets suitable for a mobile phone

H40 x W24 x D13 CM

18 L

550 G



RRP: 1499 Kč / 59,99 €



**0021** Bright Red



**0037** Bright Green



**0124**Bright Red Violet



**0140** Earth Blue



**0354** Multi



### #20206 BRICK 1x1 KIDS BACKPACK

- Poly 900D shinny w/WR (100% Polyester)
- Padded back panel with brick embroidery
- Reflective elements on all four sides
- Adjustable sternum straps for a tight body fit
- Front knob pocket for quick access essentials

H29 x W20 x D10 CM

7 L

350 G



RRP: 999 Kč / 39,99 €



**0021** Bright Red



**0037** Bright Green



**0140** Earth Blue



**0354** Multi



## #20207 BRICK 1x2 SLING BAG

- Poly 900D shinny w/WR (100% Polyester)
- Adjustable shoulder strap
- Inside slip pocket
- Reflective element at front
- Suitable for both shoulders with moveable strap buckle

H25.5 x W12.5 x D8 CM

2.5 L









**0021** Bright Red



**0026** Black



**0037** Bright Green



**0140** Earth Blue



0353 Vibrant Coral



**0354** Multi



#### **ACCESSORIES**

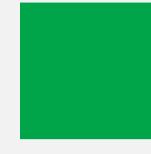
Introducing our delightful collection of accessories, designed to complement our school bag line and add a touch of style and organization to every student's day. From pencil cases to lunch boxes, wallets to drawstring bags, we offer a range of meticulously crafted accessories that are as practical as they are charming.





## #10050 ROUND PENCIL ROLL

- Poly 300D w/WR (100% Polyester)
- Fits the most essential school stationary





RRP: 229 Kč / 8,99 €



H8 x W23 x D8 CM

1.5 L

50 G



**2401** LEGO® NINJAGO® Dragon power



**2404** LEGO® NINJAGO® Arin



**2405** LEGO® City Go Big



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**2406** LEGO® Iconic Sparkle



2301 LEGO® NINJAGO® Green



2306 LEGO® Unicorn



2309 LEGO® Alphabet



2311 LEGO® Build It



### #20085 PENCIL CASE W. CONTENT

- Poly 300D w/WR (100% Polyester)
- Name tag for easy identification
- Contains the most essential school stationary
- Timetable insert

H14 x W20 x D4 CM

0.5 L

330 G







RRP: 799 Kč / 31,99 €



2401 LEGO® NINJAGO® Dragon power 2402 LEGO® NINJAGO® Reach Beyond 2403 LEGO® NINJAGO® Family **2404** LEGO® NINJAGO® Arin **2405** LEGO® City Go Big **2406** LEGO® Iconic Sparkle 2306 LEGO® Iconic Sparkle



## #20237 3 LAYER PENCIL CASE W/O CONTENT

- Poly 300D PUx2 print
- 3 spacious compartments for stationary
- 3 zipper closure
- 1x1 brick zipper pullers





H6.5 x W19.5 x D13 CM



270 G



RRP: 629 Kč / 24,99 €











2401 LEGO® NINJAGO® Dragon power 2403 LEGO® NINJAGO® Family **2404** LEGO® NINJAGO® Arin **2405** LEGO® City Go Big

2406 LEGO® Iconic Sparkle



## #10052 PENCIL BOX

- Poly 600D Gucci
- Name tag for easy identification
- Fits the most essential school stationary





H6 x W21 x D10 CM



70 G



RRP: 329 Kč / 12,99 €











**2401** LEGO® NINJAGO® Dragon power

2403 LEGO® NINJAGO® Family **2404** LEGO® NINJAGO® Arin **2405** LEGO® City Go Big

**2406** LEGO® Iconic Sparkle



#### #10034 **DRAWSTRING BAG**

- Poly 210D solid & print (100% Polyester)
- String closure
- Safety and anti-tangle buckles
- Light weight bag

H41 x W32 x D0 CM

60 G



RRP: 249 Kč / 9,99 €



2402 LEGO® NINJAGO® Reach Beyond

2403 Family

2404 LEGO® NINJAGO® LEGO® NINJAGO® Arin

2405 LEGO® City Go Big

2406 LEGO® Iconic Sparkle

2205 LEGO® City Police Adventure

2301 LEGO® NINJAGO® Green

2302 LEGO® NINJAGO® Red



#### #20240 COOLER BAG

- Poly 300D w/WR (100% Polyester)
- Top handle
- Adjustable shoulder strap
- Insulated lunch box

H15 x W23 x D16 CM

5 L







2403 LEGO® NINJAGO® Family



**2406** LEGO® Iconic Sparkle



#### #10103 **WALLET**

- Common 600D Pux2 solid
- Velcro closure
- Zipper pocket for coins

H25.5 x W13 x D0 CM

0 L







**2401** LEGO® NINJAGO® Dragon power



2403 LEGO® NINJAGO® Family



2313 LEGO® City Race



### #20063 CARD WALLET

- Poly 300D w/WR (100% Polyester)
- Transparent outside pocket for travel card
- Inside and outside zipper pocket for coins
- Interchangeable buckle system that fits for attachment inside our LEGO<sup>®</sup> school bags

H8 x W11.5 x D2 CM

0.25 L

60 G



RRP: 349 Kč / 13,99 €





2403 LEGO® NINJAGO® Family **2406** LEGO® Iconic Sparkle



#### **LUGGAGE**

Introducing our remarkable line of LEGO® inspired luggage, where functionality meets the timeless appeal of LEGO® brick design. Designed for durability and ease of use, our trolleys are equipped with smooth-rolling wheels, telescopic handles, and ample storage space to accommodate everything a young traveler needs. Whether it's packing for a family vacation or a school trip, our trolleys offer a practical and stylish solution that sparks creativity and fosters a sense of adventure.





#### #20290 **BRICK 2x3 TROLLEY EXPANDABLE**

- Virgin Polypropylene (100%)
- Built-in TSA combination lock
- Inside compartment divider with mesh pocket
- Inside elastic compression strap
- Strong & sturdy single tube telescopic trolley system

H56 x W35.5 x D23 CM

35 L

2,730 G





RRP: 2999 Kč / 119,99 €



0021 **Bright Red** 



**Bright Blue** 









**Bright Purple** 



#### #20152 BRICK 2x2 TROLLEY 20"

- PC (80%) / ABS (20%)
- Inside compartment divider with two small mesh pockets
- Silent-glide double wheels
- Fixed TSA combination lock with a 3 digit code
- Strong & lightweight dual tube telescopic trolley system

H54 x W38.5 x D22.5 CM

40 L

2,720 G











RRP: 2499 Kč / 99,99 €



**1961** Black / Stone Grey



1962 Stone Grey / Bright Yellow



1963 Black / Bright Red



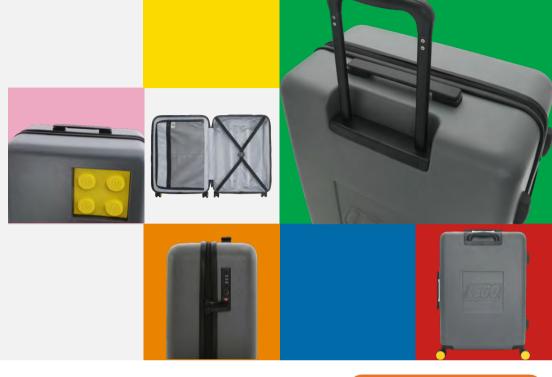
#### #20153 BRICK 2x2 TROLLEY 24"

- PC (80%) / ABS (20%)
- Inside compartment divider with two small mesh pockets
- Silent-glide double wheels
- Fixed TSA combination lock with a 3 digit code
- Strong & lightweight dual tube telescopic trolley system

H66.5 x W47 x D26 CM

70 L

3,690 G







**1961** Black / Stone Grey



**1962** Stone Grey / Bright Yellow



1963 Black / Bright Red



# #20154 **BRICK 2x2 TROLLEY 28"**

- PC (80%) / ABS (20%)
- Inside compartment divider with two small mesh pockets
- Silent-glide double wheels
- Fixed TSA combination lock with a 3 digit code
- Strong & lightweight dual tube telescopic trolley system

H76.5 x W53.5 x D31 CM

110 L

4,360 G









**1961** Black / Stone Grey



1962 Stone Grey / Bright Yellow



#### #2018X COLOURBOX MINIFIGURE HEAD

- PC (80%) / ABS (20%)
- Inside compartment divider with two small mesh pockets
- Silent-glide double wheels
- Fixed TSA combination lock with a 3 digit code
- Strong & lightweight dual tube telescopic trolley system

20": H55 x W36 x D22 CM

40 L

2,590 G

24". H66.5 x W45.5 x D26 CM

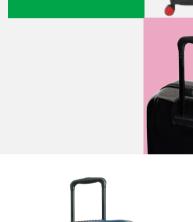
70 L

3,510 G

28": H76.5 x W52.5 x D29 CM

100 L

4,500 G





24": RRP: 3199 Kč / 129,99 €

28": RRP: 5799 Kč / 229,99 €



**20181-1983** 20" - Berry



**20182-1980** 24" - Black



**20182-1983** 24" - Berry



**20183-1981** 28" - Blue



## #20160 **PLAY DATE 16"**

- 100% ABS + PC FILM
- Silent-glide double wheels
- Strong & sturdy double tube telescopic trolley system
- Inside elastic compression strap
- Inside compartment divider with mesh pocket

H46 x W33 x D20 CM

30 L

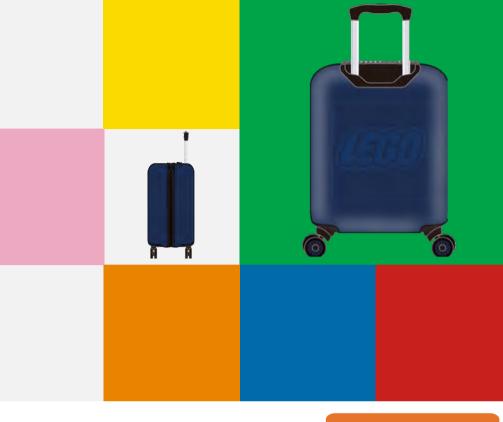
2,030 G



2403 LEGO® NINJAGO® Family



**2406** LEGO® Iconic Sparkle



RRP: 1999 Kč / 79,99 €



#### **CORE LINE**

Discover the essence of simplicity and functionality with our newest line of bags, Core Line. Designed to embody the true DNA of the LEGO® brand, Core Line embraces a minimalistic approach while offering a delightful blend of style and practicality.





#### #20280 KIDS BACKPACK L

- Poly 300D w/WR (100% Polyester)
- Airmesh padded shoulder straps
- Reflective on all four sides
- Main zipper compartment with inside divider
- Front zipper pocket

H43 x W30 x D15 CM

18.5 L

300 G



RRP: 549 Kč / 21,99 €



**2407** LEGO® Playful Bricks



**2408** LEGO® NINJAGO® Green



**2409** LEGO® NINJAGO® Red



## #10100 **LARGE BACKPACK**

- 100 % Polyester
- Side mesh pockets
- Adjustable shoulder straps
- Main compartment and front zipper pocket
- Reflective elements on all sides
- Iconic graphic in 3D efffect on front pocket

H37 x W27,5 x D9 CM

11 L

400 G



2303 LEGO® NINJAGO® Into the Unknown

2313 LEGO® CITY® Race



RRP: 599 Kč / 23,99 €



## #20281 KIDS BACKPACK M

- Poly 300D w/WR (100% Polyester)
- One main zipper compartment with inside divider
- Two side mesh pockets
- Reflective on all four sides
- Top handle

H35 x W24 x D15 CM

9 L

220 G







RRP: 499 Kč / 19,99 €



**2407** LEGO® Playful Bricks



**2408** LEGO® NINJAGO® Green



**2409** LEGO® NINJAGO® Red



#### #20243

#### **DAY TRIP BACKPACK**

- Poly 300D w/WR (100% Polyester)
- Front zipper pocket
- Padded and adjustable shoulder straps
- Reflective on all four sides
- Top handle

H32 x W20 x D12 CM

7 L

200 G







RRP: 799 Kč / 29,99 €



2301 LEGO® NINJAGO® Green



2306 LEGO® Unicorn



## #20282 KIDS BACKPACK S

- Poly 300D w/WR (100% Polyester)
- Airmesh padded shoulder straps
- Reflective on all four sides
- Main zipper compartment with inside divider
- Front zipper pocket

H29 x W19.5 x D11 CM

7 L

180 G



RRP: 399 Kč / 15,99 €



**2407** LEGO® Playful Bricks



**2408** LEGO® NINJAGO® Green



**2409** LEGO® NINJAGO® Red



## #20286 **DRAWSTRING BAG**

- Poly 210D w/WR
- String closure
- Safety and anti-tangle buckles

H41 x W32 x D0 CM

10 L

60 G



RRP: 199 Kč / 7,99 €







**2407** LEGO® Playful Bricks

2408 LEGO® NINJAGO® Green

**2409** LEGO® NINJAGO® Red



## #10105 **DRAWSTRING BAG**

- Poly 210D w/WR
- String closure
- Safety and anti-tangle buckles

H41 x W32 x D0 CM

10 L

60 G



RRP: 179 Kč / 6,99 €







2313 LEGO® CITY® Race



## #20287 PENCIL ROLL

- Poly 300D w/WR (100% Polyester)
- Fits the most essential school stationary

H8 x W23 x D8 CM

1.2 L

40 G



RRP: 179 Kč / 6,99 €







**2407** LEGO® Playful Bricks

2408 LEGO® NINJAGO® Green **2409** LEGO® NINJAGO® Red



## #20289 PENCIL POUCH

- Poly 300D w/WR (100% Polyester)
- Fits the most essential school stationary

H10.5 x W21.5 x D0 CM

0.5 L

30 G



RRP: 129 Kč / 4,99 €







**2407** LEGO® Playful Bricks

2408 LEGO® NINJAGO® Green **2409** LEGO® NINJAGO® Red



#### #20284 **LUNCH BOX**

- EVA/Poly 300D w/WR (100% Polyester)
- Top carry handle
- Insulated lunch box

H19 x W24 x D8 CM

3 L

190 G



RRP: 329 Kč / 12,99 €









**2407** LEGO® Playful Bricks

2408 LEGO® NINJAGO® Green

**2409** LEGO® NINJAGO® Red

**2410** LEGO® Friends® Nova a Aliya



## #20285 **TOILETRY**

- Poly 300D w/WR (100% Polyester)
- Side carry handle
- Main zipper compartment

H12 x W23 x D7 CM

2,8 L

60 G



RRP: 199 Kč / 7,99 €







**2407** LEGO® Playful Bricks

2408 LEGO® NINJAGO® Green **2409** LEGO® NINJAGO® Red



#### #20288 **WALLET**

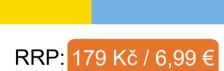
- Poly 300D w/WR (100% Polyester)
- Velcro closure
- Zipper pocket for coins



0 L

40 G







**2407** LEGO® Playful Bricks



2408 LEGO® NINJAGO® Green



**2409** LEGO® NINJAGO® Red



#### **MARKETING**

The new collections will be supported by a global marketing campaign including:

/Social media assets

/Online banners

/Instore materials

/ Supporting images

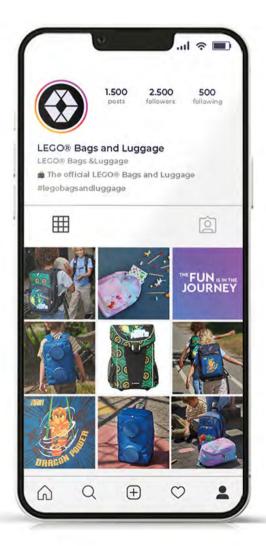




## SOCIAL MEDIA











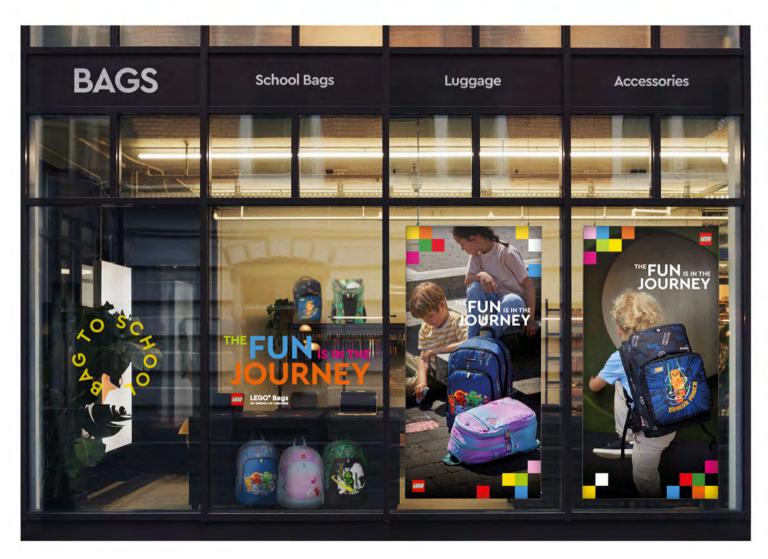
# WEB BANNERS







# MOCK-UP INSTORE











#### **SUPPORTING IMAGES**

